HELLO, WE’RE BLACK SWAN


[Origin] from the belief that all swans were white, before the first sighting of Australian black swans.
WE HELP OUR CLIENTS WORK OUT WHAT WILL BE IMPORTANT TOMORROW.

WE BUILD **ALGORITHMS** THAT PREDICT CONSUMER BEHAVIOUR AND **SOFTWARE** TO ENABLE AUTOMATION.
WE WORK FOR SOME OF THE WORLD’S BIGGEST BRANDS

• FOUNDED 2012
• 9 OFFICES WORLDWIDE
• OVER 260 PEOPLE
ARTIFICIAL INTELLIGENCE

JUST A LITTLE SHOW OF HANDS....
I AM A METAPHOR.
HUMANS ARE PREDICTABLE.
PREDICTING HUMANS!

OR.. USING SOCIAL DATA AND AI TO PREDICT CONSUMER TRENDS
WHY?

AN EXAMPLE

POPCORN IN THE UK

sales of crisps fell 4% in the same time

+38% in 2015

+30% in 2016
THERE IS A DATA GAP

EARLY BUT QUALITATIVE

QUANTITATIVE BUT LATE
CLOSING THE DATA GAP

USING SOCIAL DATA AND AI TO PREDICT CONSUMER TRENDS
LISTENING AT SCALE

+20m Blog Sources
+500k Message Boards & sub-reddits
+50k News sites
+17k Papers & Newswires
+200 Review Sites
+85% YouTube coverage
+313M Twitter users
TWO PARTS TO THE PROBLEM

1. WHAT TRENDS EXIST?
   - TOPIC DETECTION EXTRATION

2. WHICH SHOULD I CARE ABOUT?
   - TREND RANKING MODEL
YOU SHALL KNOW A WORD BY THE COMPANY IT KEEPS*

*Firth, J. R. 1957:11

The Sicilian gelato was extremely rich.

The Italian ice-cream was very velvety.
A SHORT DEMO...
TOPICS...
LOTS OF TOPICS
Smoothie Bowl
An example trend

FROM SOCIAL CONVERSATIONS

The latest healthy treat is a new mermaid-approved breakfast favourite called the aqua smoothie bowl.

Mixed berry smoothie bowl, quick, easy, delicious and super healthy. Plus it’s vegan and gluten free!

This warm and comforting hot chocolate smoothie bowl will knock out those chocolate cravings while providing you with a balanced breakfast or snack.

Nourish yourself with this Tropical Green Smoothie Bowl. Perfect for those summer breakfasts.

A healing mango, banana smoothie bowl made with superfoods like hemp protein powder, ginger, maca.
THANK YOU

markus.frise@blackswan.com